

June 24, 2016

City Council;

Today's memo includes information from the June 14th Council meeting. Highlights include:

- Ocean View Elementary
- Neighborhood beautification
- Norfolk Public Schools meetings

A team of teens, city staff and Councilwoman Mamie Johnson brought home Norfolk's third All-America City (AAC) award on Sunday. Norfolk competed against 20 other cities, counties and towns for the honor. Congratulations!!

This year, the All-America Awards program highlighted community efforts to "ensure that all our children are healthy and successful in school and life." The AAC finalist communities addressed topics such as: school attendance, racial equity, health and well-being (of children, parents and community), neighborhood safety, poverty, nutrition, affordable housing, and healthy natural environments.



More accolades! The Government Financial Officers Association (GFOA) awarded the Certificate of Achievement for Excellence in Financial Reporting for our FY 2015 Comprehensive Annual Financial Report (CAFR). This is the 30th year the City won the award. You'll recall earlier this year we received national recognition from the Government Finance Officers Association for the FY 2015 Budget Document.

In addition, we also climbed the rankings for having one of the best fleets in the country! 100 Best Fleets ranked Norfolk #55 this year. Last year, we ranked #66.



MEMORANDUM

TO: City Council

FROM: Lori A. Crouch, Corporate Communications Director 

COPIES TO: City Clerk, City Attorney

SUBJECT: Council Interests

DATE: June 24, 2016

Today's memo includes information regarding Council Interests from Tuesday, June 10th Informal Session.

Philpotts Road designation: City staff initiated the process and the resolution for Council consideration is included in today's Council packet.

Hampton Blvd. signage: The current configuration is in accordance with the Virginia Work Area Protection Manual and the approved plan. Staff will contact Virginia Department of Transportation and direct their contractor install a "Terminal Blvd." placard on the existing detour signs. Staff will monitor so the change does not encourage drivers to ignore the detour and cut through W. Little Creek Road. The current detour route for these overnight and weekend closures is Hampton Boulevard to Admiral Taussig Boulevard.

Norfolk Public Schools: Staff is working on a schedule of meetings with Norfolk Public Schools.

Project Dashboard: Information on active Capital Improvement projects and other major projects are located on the City website at: <http://www.norfolk.gov/index.aspx?NID=191>

The Main Hotel & Conference Center: Gold Key, PHR is the developer of The Main. Gold Key will own the Hilton hotel. The City will own the conference center and the parking garage. Gold Key will operate the conference center on behalf of the City. The Waterside Marriott is similar. The hotel is privately owned and their staff manages the conference center. The City owns the conference center and adjacent parking garage. The Main will have three world-class restaurants and rooftop dining.

The Public Amenities Fund will cover the entire cost of the \$52.5 million conference center. Council established this fund in 2003 using 1% of hotel tax and 1% of meals tax. Each year the money spent in Norfolk hotels and restaurants adds more than \$5 million to the fund. There is more than enough money in this fund to pay for the \$52.2 million conference center without competing for dollars needed for education, public safety and other services. The city's parking system, using revenue collected from its users, will cover the cost of the \$19.5 million parking garage. Gold Key is investing \$75 million in the new hotel.



Ocean View Elementary: The 2014 conceptual design renderings were completed at 35% of construction design. Some items depicted either weren't feasible or slight design modifications were requested by the Architectural Review Board (ARB). It was originally conceived that the Wyland mural would be relocated from the existing school to the new school like the bell. However, the existing mural is painted on plywood. City staff continues to look for ways to salvage the piece.

The ARB reviewed and approved the brick color samples. Renderings often present a different shade or tone of color based on differences in electronic monitors or ink printers. A mockup wall is required for all building facades prior to construction. The Ocean View ES wall will be built this month in order to confirm final exterior finish selections.

Shopping Cart Pickup: Public Works has a crew that picks up shopping carts two times per week usually on Monday and Wednesday (sometimes Thursday). On average the crew picks up around 25 shopping carts on each visit in the vicinity of the Southern Shopping Center.

Potholes: Ridgeway Road and Rippard Road are on Navy property. Public Works staff notified the appropriate Navy personnel about the pothole concerns.

Bridge Lift Signage: Public Works staff is reviewing options to alert drivers on Brambleton Avenue about a Berkley Bridge lift in progress.

Neighborhood Beautification: The Department of Neighborhood Development is improving processes and staffing to support neighborhood beautification efforts citywide.

Beginning in July the Neighborhood Development's Neighborhood Quality Division will be aligned with the three (3) Police Precincts with a "Team Leader" position assigned to each team. Norfolk Police Chief, Michael Goldsmith and the Department of Neighborhood Development have been working collaboratively on this new strategic alignment. The expectation is that each team will work seamlessly with each of the Patrol Districts Community Resource Officers (CROs), Neighborhood Development Specialist, Health Department, Planning and Zoning and Waste Management. This alignment will foster a team approach to Code Enforcement within each of the Police Precincts and enable sharing of information throughout each team's area of the City.

In order to take advantage of the extra hours of daylight, an alternate work schedule for Code Inspection staff will start next month. The division will align with the three Norfolk Police Precincts. This allows for additional flexibility in scheduling and supervision. Each week of the month a "Team" will work alternate hours that allow for afternoon and early evening engagement in the neighborhoods. The times proposed are 9am until 7:30pm, 4 days a week. Inspectors will also work two (2) 8-hour Saturday shifts per month. This provides staff a better opportunity to partner with residents who work 9:00am – 5:00pm Monday-Friday. Code Inspectors will educate residents on code enforcement first since our goal is to seek voluntary compliance and then use progressive enforcement on violations that usually occur after hours, for example commercial vehicles in residential areas, parking on the grass, trash set outs, etc.



As part of electronic permitting, Code Enforcement staff will begin using technology in the field starting next month. All the information concerning a history of a parcel, owner information and reviewing city actions will be at their fingertips. This real-time exchange of information will allow staff to make data-driven decisions, improve efficiencies and eliminate duplicate enforcement by multiple departments.

Safe Streets: The focus of Complete Streets and neighborhood funding is to reduce vehicular accidents with bicyclists and pedestrians. Complete Streets are streets that are designed—or redesigned—and operated to allow safe access to all people, regardless of age, ability, income, ethnicity, or chosen mode of travel, including pedestrians, bicyclists, motorists and transit riders. For example, Public Works has identified \$2M in state funds leftover from other projects. Staff will reprogram that money and prioritize key intersections for improvement.

Have a great weekend.